

Dear Delta Stakeholder,

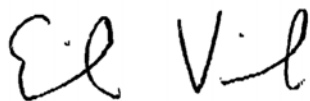
The Sacramento-San Joaquin Delta is a place of great importance. No place in the world contains the complex and unique assemblage of natural and cultural resources of local, statewide, national, and international significance.

It is for this reason that steps have been taken to brand and market the Delta as a destination, agricultural hub, cultural landscape, and to develop a brand for the proposed National Heritage Area (NHA). Branding and marketing will provide the region with the recognition and support it deserves. The Delta Protection Commission and the Delta Conservancy are working together on this exciting opportunity for Delta businesses, residents, and attractions.

To assist us in elevating the significance of the Delta and promoting it as a destination, we have engaged the outside services of Augustineldeas, a full service brand strategy and management agency in Sacramento. Augustineldeas will help us establish a brand identity and platform. This work will help to position the Delta as a top tourism destination in the country, as well as help protect its heritage and natural beauty and serve as a catalyst for economic vitality. In addition, a brand for the Great California Delta Trail will be designed to enhance and collaborate with the Delta/proposed NHA brand.

Augustineldeas believes the best brands are not created, they are discovered from the inside out. That is why their process includes engaging key stakeholders and community members in their brand discovery process. If you would like to participate in the brand development process, please contact the Commission office at (916) 375-4800 or the Conservancy office at (916) 375-2084. If you have any questions or concerns in the meantime, please feel free to contact us. Looking forward to your participation.

Sincerely,



Erik Vink  
Executive Director  
Delta Protection Commission



Campbell Ingram  
Executive Officer  
Delta Conservancy

